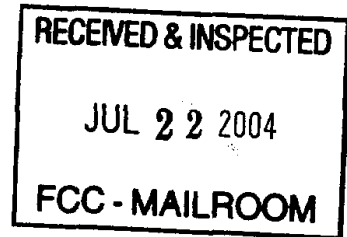


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Before the  
Federal Communications Commission  
Washington, DC 20554



In the Matter of:

Retention by Broadcasters of  
Program Recordings

)  
)  
)  
)

MB Docket No. 04-232

TO: Commission's Secretary  
Office of the Secretary  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

**MOTION FOR EXTENSION OF COMMENT  
AND REPLY COMMENT DEADLINES**

Pursuant to 47 C.F.R. § 1.46, the Illini Media Company ("IMC") respectfully requests that the Federal Communications Commission (the "Commission") extend the comment and reply comment filing deadlines in the above-captioned Notice of Proposed Rulemaking ("NPRM"). The NPRM currently requires comments to be submitted by July 30, 2004 and reply comments by August 30, 2004. As discussed below, extension of the comment and reply comment deadlines in this proceeding is justified by the initially short comment deadline and the extensive topics requiring study and comment detailed in the NPRM. Thus, IMC requests that the Commission extend the deadlines by 45 days each to September 13, 2004 and October 14, 2004, respectively.

In this above-referenced NPRM, the Commission seeks comment regarding the retention of program recordings by broadcasters as means to enhance its enforcement of the Statute prohibiting indecent and obscene programming, 18 U.S.C. § 1464. The NPRM also

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seeks comment on a myriad of issues stemming from the proposed programming recording including other uses for such recordings, 1st Amendment concerns, third-party copyright concerns, the financial and administrative burden such a requirement would place on broadcasters and the general complaint process at the Commission. In order to fully appreciate the ramifications of the proposed rules and be able to comment knowledgeably on the subject, commenting parties must be given adequate time to consider and address the NPRM and the issues it raises. Broadcasters, particularly small broadcasters, need time to investigate their individual stations and compile cost estimates, as well as to consider all the potential implications of such a rule. In order to provide the Commission with the most complete record possible in this proceeding, IMC believes additional time is warranted. In this case, the NPRM provides only 23 days from the date of release until the comment deadline.

Commenting parties will also welcome an extension of the comment deadlines in light of the vast amount of activity at the Commission during this time period. First, broadcasters and other potential commenters concerned with broadcast issues will particularly benefit from an extension of time to file comments in this localism proceeding due to the considerable number of other broadcast-related proceedings currently pending at the Commission with rapidly approaching comment dates.<sup>1</sup> Additionally, comment and reply comment filing deadlines are due during a time of year that is ripe with obligations for

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<sup>1</sup> See Localism Notice of Inquiry, MM Docket No. 04-233, FCC 04-129, Released July 1, 2004. Furthermore, the following is a listing of comment and reply comment deadlines in pending broadcast-related proceedings: July 15, 2004, Comments in MB Docket 04-207; July 23, 2004, Comments in MB Docket 04-227; July 29, 2004, Comments in MM Docket 98-204; July 30, 2004, Reply comments in MB Docket 04-207; July 30, 2004, Comments in MB Docket 04-232; August 2, 2004, Reply comments in MM Docket 99-325; August 6, 2004, Reply comments in MB Docket 04-228; August 9, 2004, Reply comments in MM Docket 98-204; August 11, 2004, Comments in MB Docket 04-210; August 23, 2004, Comments in MM Docket 98-204; August 25, 2004, Reply comments in MB Docket 04-227; August 30, 2004, Reply comments in MB Docket 04-232; September 1, 2004, Comments in ET Docket 04-186 and 02-380; September 7, 2004, Reply comments in MB Docket 04-210; September 10, 2004, Comments in MB Docket No. 04-228; October 1, 2004, Reply comments in ET Docket 04-186 and 02-380; October 8, 2004, Reply comments in MB Docket 04-228.

broadcasters - the FM Auction, EEO Audits, election year obligations, license renewals, regulatory fee payments, and the like - all of which broadcasters must contend with during these summer months. Extending the comment and reply comment filing deadlines to September 13, 2004 and October 14, 2004, respectively, will provide all parties with adequate time to prepare insightful, helpful and complete comments. It is in the interest of the public that the best and most thorough responses be made in regards to the retention of broadcast recordings and the issues raised by the NPRM.

For the foregoing reasons, IMC respectfully requests that the Commission extend the comment and reply comment filing deadlines in this proceeding by forty-five days each.

Respectfully submitted,  
ILLINI MEDIA COMPANY

By: 

One of Its Attorneys

July 19, 2004

Eric L. Hirschhorn  
WINSTON & STRAWN LLP  
1400 L Street, N.W.  
Washington, DC 20005  
(202) 371-5700  
(202) 371-5950 (Fax)

Sean M. McCumber  
WINSTON & STRAWN LLP  
35 West Wacker Drive  
Chicago, IL 60601  
(312) 558-5600  
(312) 558-5700 (Fax)